

# Increase Smoking Cessation Attempts by Adult Smokers

Healthy People (HP) 2010 Leading Health Indicator 27-5

## PHN contribution to \_\_\_\_\_ (county/city) Public Health Improvement Plan for 2002-\_\_\_\_

### Assessment:

In \_\_\_\_\_ (county/city), the prevalence of smoking among adults is as follows for the past \_\_\_\_\_ years.

*Insert county/city data here for tobacco use showing how it is distributed by race, ethnic group, gender, immigration status, age, and geographic area for each of the past \_\_\_\_\_ years.*

Smoking in \_\_\_\_\_ (county/city) differs from or is similar to the county/statewide profile in the following ways:

*Insert city/county/state comparison data here.*

Describe the qualitative and quantitative factors that influence the prevalence of smoking among adults in \_\_\_\_\_ (county/city). Aim to answer the question, "What are the factors that contribute to the prevalence of smoking among adults in the county/city?"

### Diagnosis:

*NOTE: If the county/city can promise improvement in the prevalence of smoking for all adults living in the county/city, then so state here. If there are no resources available to promise improvement in all, then under this heading describe in what way the prevalence of smoking and its effects are worse for different groups. For instance, it is \_\_\_\_\_% overall but \_\_\_\_\_% for younger adults (therefore the focus for improvement efforts is on younger adults).*

### Identifying Outcomes:

#### Outcome Objective

By (date)\_\_\_\_\_, the proportion of the \_\_\_\_\_ population of smokers in \_\_\_\_\_ (county/city) who stopped smoking 1 day or longer because they were trying to quit will increase from \_\_\_\_\_% (county/city baseline of \_\_\_\_\_% for \_\_\_\_\_year) to \_\_\_\_\_% (HP 2010 baseline of 41% of adult smokers 18 years and older [1998 data] and HP 2010 target of 75%).

### Planning and Action:

#### Intermediate Objectives

[DEFINITION: Intermediate objectives link the outcome objectives to the process objectives. They describe the changes that will occur that ultimately result in or produce the desired outcome. They are precursors to attaining the outcome. Intermediate objectives have shorter time frames and clearly reflect what can be accomplished and measured within the time period of the program plan. Intermediate objectives assess measures, which have a high probability of reducing a health problem or increasing resiliency/capacity. These objectives measure the impact of specific interventions designed to achieve the outcome. Intermediate objectives measure changes in organizations, laws, policies, and power structures at the systems level, changes in community norms, attitudes, awareness, beliefs, practices, and behavior at the community level, and knowledge, attitude, beliefs, values, skills, circumstances, behaviors, and practices at the individual/family level.]

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*The following are examples of possible/suggested Intermediate Objectives related to tobacco use prevention and control based on best practices from the "Guide to Community Preventive Services" ([www.thecommunityguide.org](http://www.thecommunityguide.org)).*

1. By (date)\_\_\_\_\_, the unit price for tobacco products will increase by \_\_\_\_\_ % from a baseline of \$\_\_\_\_\_ to \$\_\_\_\_\_.
2. By (date)\_\_\_\_\_, there will be an on-going mass media education campaign to discourage new smokers and to encourage smokers to quit, combined with objective 1 above, in \_\_\_\_\_ (county/city).
3. By (date)\_\_\_\_\_, a system will be in place wherein providers of health care to adult smokers in the \_\_\_\_\_ population in \_\_\_\_\_ clinics will counsel them to quit.
4. By (date)\_\_\_\_\_, a telephone counseling and support system will be in place in \_\_\_\_\_ (county/city) to encourage adult smokers in the \_\_\_\_\_ population to quit.

*Using one of the above examples, the following is a demonstration of how the process extends from the Intermediate Objective to the Process Objectives, which describe the action/interventions.*

## **EXAMPLE:**

### Intermediate Objective 3:

By (date)\_\_\_\_\_, a system will be in place wherein providers of health care to adult smokers in the \_\_\_\_\_ population in \_\_\_\_\_ clinics will counsel them to quit.

### Process Objective 1:

[DEFINITION: Process Objectives are the methods of the intervention. They detail the specific tasks that will be carried out within a specified time frame. Process Objectives describes the input; the means by which the intervention or strategy will be implemented. They include inputs, participation, and reactions.]

By (date)\_\_\_\_\_, the PHNs will have conducted \_\_\_\_\_ meetings with health care providers to set up a provider reminder/client education program in \_\_\_\_\_ clinics that serve the \_\_\_\_\_ population in \_\_\_\_\_ (county/city). *(Minnesota PHN Interventions: Collaboration, Coalition Building; Community, Primary prevention)*

### Process Objective 2:

By (date)\_\_\_\_\_, PHNs will \_\_\_\_\_.

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## Process Objective 3:

By (date)\_\_\_\_\_, PHNs will \_\_\_\_\_.

And so on...

*Under the direction of the local health department nursing director, additional relevant Intermediate Objectives should be developed that address the Outcome Objectives as well as specific Process Objectives that address each Intermediate Objective.*

Ultimately, the outcome objective of increasing smoking cessation attempts among the target population *will only be achieved if other disciplines and the community* contribute to identifying and accomplishing additional Intermediate and Process Objectives.

## **Evaluation**

Each Process Objective and Intermediate Objective should have a mechanism to evaluate whether or not the objective was accomplished. This includes a mechanism to track progress toward achieving the Outcome Objective at regular intervals.